SUMMARIZED VIEW OF TOTAL FLOW LOGIC
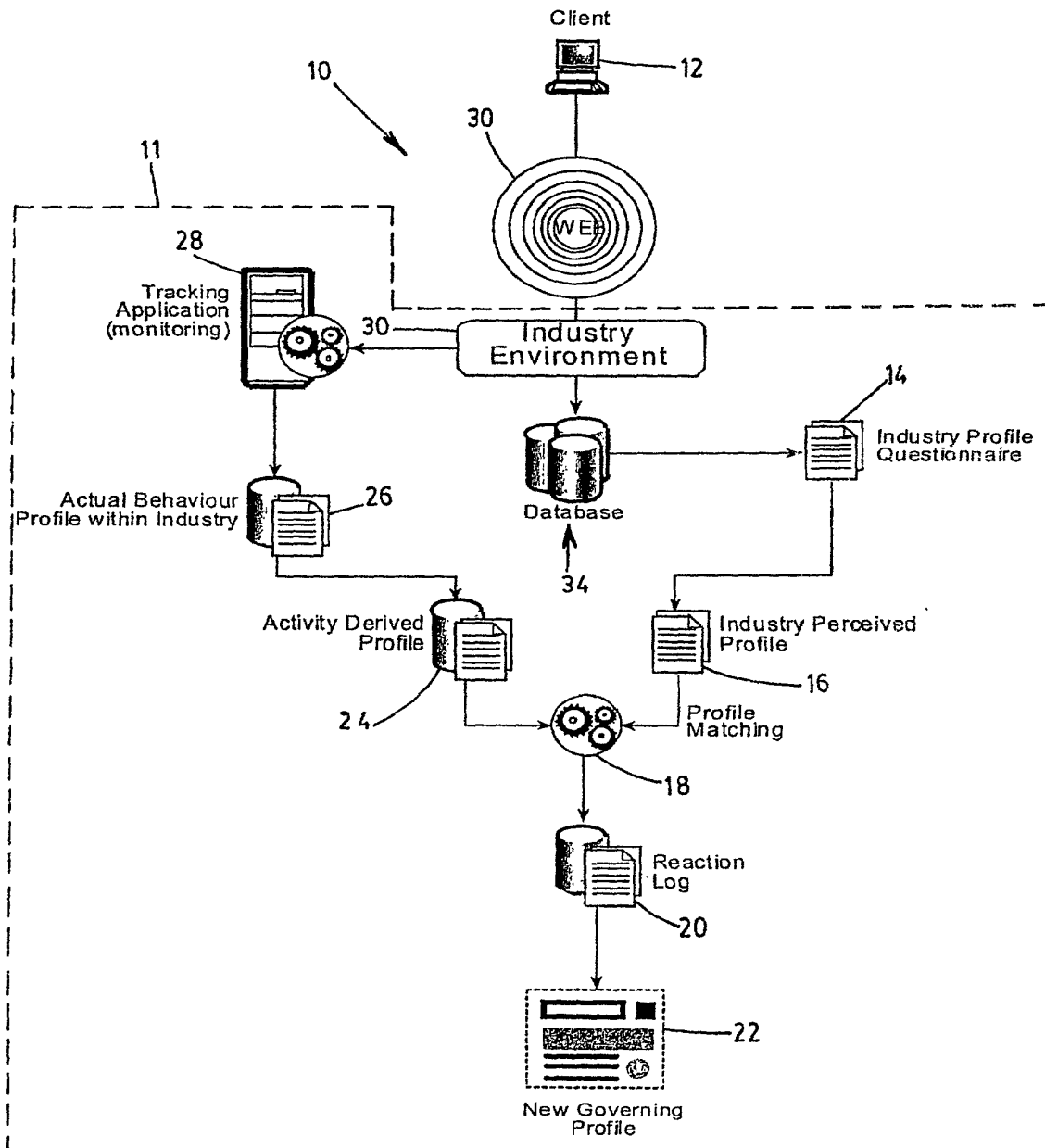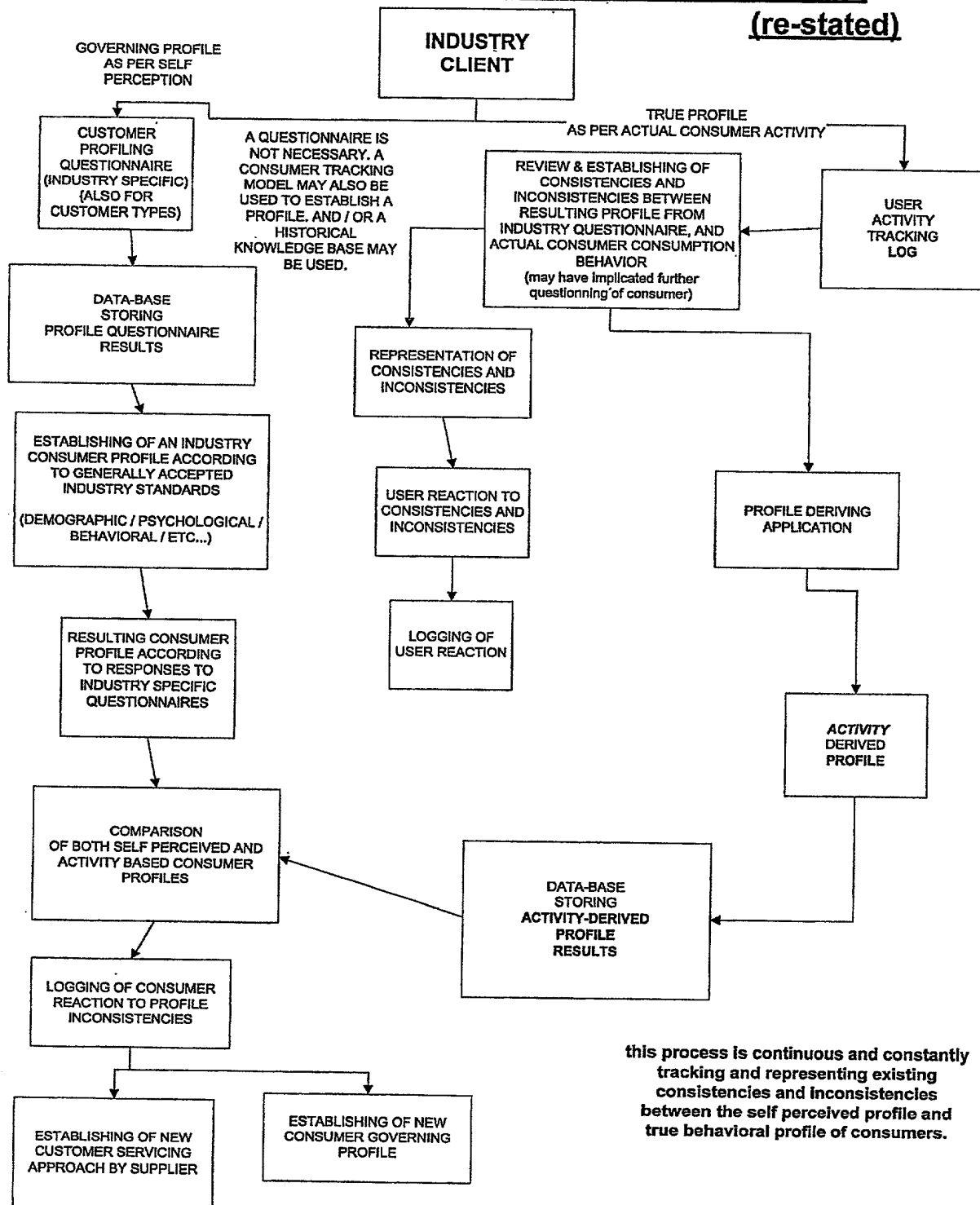

FIG. 1

SUMMARIZED VIEW OF TOTAL FLOW LOGIC
(re-stated)

```
                              ┌──────────────┐
                              │   INDUSTRY   │
                              │    CLIENT    │
                              └──────────────┘
```

GOVERNING PROFILE
AS PER SELF
PERCEPTION

TRUE PROFILE
AS PER ACTUAL CONSUMER ACTIVITY

CUSTOMER
PROFILING
QUESTIONNAIRE
(INDUSTRY SPECIFIC)
(ALSO FOR
CUSTOMER TYPES)

A QUESTIONNAIRE IS
NOT NECESSARY. A
CONSUMER TRACKING
MODEL MAY ALSO BE
USED TO ESTABLISH A
PROFILE, AND / OR A
HISTORICAL
KNOWLEDGE BASE MAY
BE USED.

REVIEW & ESTABLISHING OF
CONSISTENCIES AND
INCONSISTENCIES BETWEEN
RESULTING PROFILE FROM
INDUSTRY QUESTIONNAIRE, AND
ACTUAL CONSUMER CONSUMPTION
BEHAVIOR
(may have implicated further
questionning of consumer)

USER
ACTIVITY
TRACKING
LOG

DATA-BASE
STORING
PROFILE QUESTIONNAIRE
RESULTS

REPRESENTATION OF
CONSISTENCIES AND
INCONSISTENCIES

ESTABLISHING OF AN INDUSTRY
CONSUMER PROFILE ACCORDING
TO GENERALLY ACCEPTED
INDUSTRY STANDARDS

(DEMOGRAPHIC / PSYCHOLOGICAL /
BEHAVIORAL / ETC...)

USER REACTION TO
CONSISTENCIES AND
INCONSISTENCIES

PROFILE DERIVING
APPLICATION

RESULTING CONSUMER
PROFILE ACCORDING
TO RESPONSES TO
INDUSTRY SPECIFIC
QUESTIONNAIRES

LOGGING OF
USER REACTION

ACTIVITY
DERIVED
PROFILE

COMPARISON
OF BOTH SELF PERCEIVED AND
ACTIVITY BASED CONSUMER
PROFILES

DATA-BASE
STORING
ACTIVITY-DERIVED
PROFILE
RESULTS

LOGGING OF CONSUMER
REACTION TO PROFILE
INCONSISTENCIES

this process is continuous and constantly
tracking and representing existing
consistencies and inconsistencies
between the self perceived profile and
true behavioral profile of consumers.

ESTABLISHING OF NEW
CUSTOMER SERVICING
APPROACH BY SUPPLIER

ESTABLISHING OF NEW
CONSUMER GOVERNING
PROFILE

FIG. 2

USER PERCEPTION
BASED CONSUMPTION
PROFILE

101 — **INDUSTRY CLIENT**

USER'S ACTUAL
CONSUMPTION BEHAVIOUR
BASED PROFILE

ESTABLISHING AN INITIAL
GOVERNING **CONSUMPTION**
BEHAVIOUR PROFILE AS PER A
CONSUMER'S SELF-PERCEPTION

107

(may involve the use of an industry
specific questionnaire with specific
modifications so as to establish a
pertinent governing consumption
profile)

STEP: 1

135 — **USER
ACTIVITY
DERIVED
CONSUMPTION
BEHAVIOUR PROFILE**

STEP: 2

USING HISTORICAL
CONSUMPTION DATA

137

STEP: 2.3

TRACKING ACTUAL
CURRENT AND
FUTURE ACTIVITY
CONSUMPTION
BEHAVIOUR

139

STEP: 2.4

additional data may be collected to further
monitor consumer's state of mind at
periods during or immediately prior to a
consumption leading search and / or at
the time of an actual consumption

121

COMPARISON AND
RECONCILIATION
OF CONSUMER'S SELF-PERCEIVED
CONSUMPTION PROFILE AND HIS
ACTUAL CONSUMPTION DERIVED
PROFILE

STEP: 5

UPON having reconciled the
consumer's self-perceived
consumption profile and his
actual-consumption behaviour
derived profile, as well as all
behaviour reactions stemming
form the representation of this
reconciliation, the establishment
of the consumer's "TRUE"
consumption behaviour profile is
enabled, which in turn is to be
referenced as the governing
profile benchmark to which all
future consumption behaviour
within that given industry is to be
compared to; once again until the
time a revised and more timely
"True" consumer consumption
profile benchmark is warranted
and instituted, and once again,
the process repeats itself.

REPRESENTATION TO
CONSUMER OF EXISTING
CONSUMPTION
BEHAVIOUR PROFILE
CONSISTENCIES AND
INCONSISTENCIES

STEP: 6

123

**The comparison process between
the perceived and consumption
derived profiles may be
continuous and / or set to occur
at specified times and / or at the
occurrence of certain
predetermined factors.**

RECORDING OF USER'S
REACTION TO EXISTING
PROFILE CONSISTENCIES
AND INCONSISTENCIES

STEP: 7

127

ESTABLISHING OF NEW
CONSUMER GOVERNING
PROFILE
(CONSUMER'S "TRUE"
CONSUMPTION PROFILE)

STEP: 8

131

THE CONSUMER'S
GOVERNING CONSUMPTION
PROFILE IS CONTINUOUSLY
BEING MONITORED AND UP-
DATED SO THAT IT MAY
REPRESENT THE "TRUE"
CONSUMPTION BEHAVIOUR
PATTERN OF THE SAID
CONSUMER

ESTABLISHING OF NEW
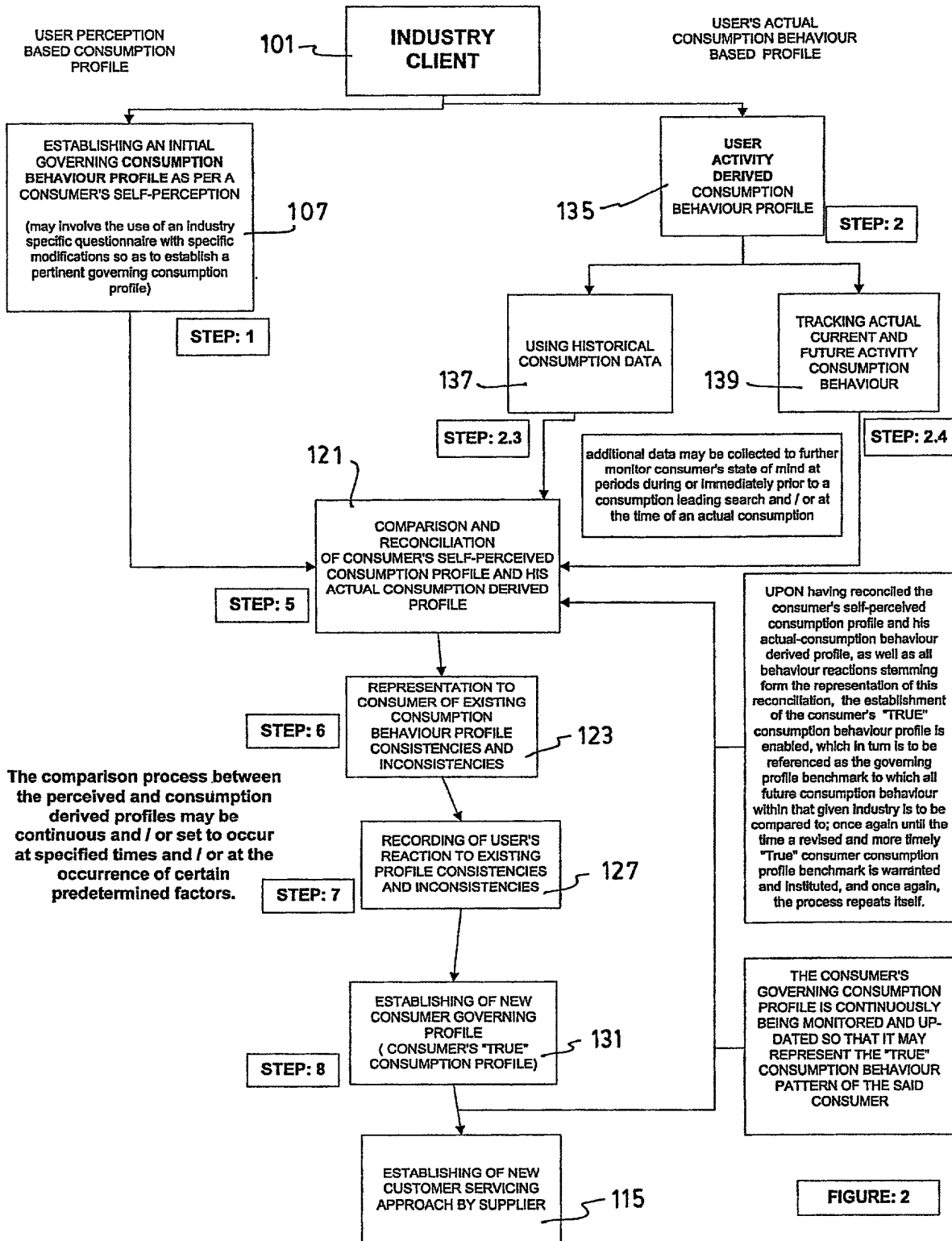CUSTOMER SERVICING
APPROACH BY SUPPLIER

115

FIGURE: 2

FIG. 3

ESTABLISHING AN INITIAL GOVERNING CONSUMPTION BEHAVIOUR PROFILE AS PER A CONSUMER'S *SELF PERCEIVED* CONSUMPTION BEHAVIOUR PROFILE
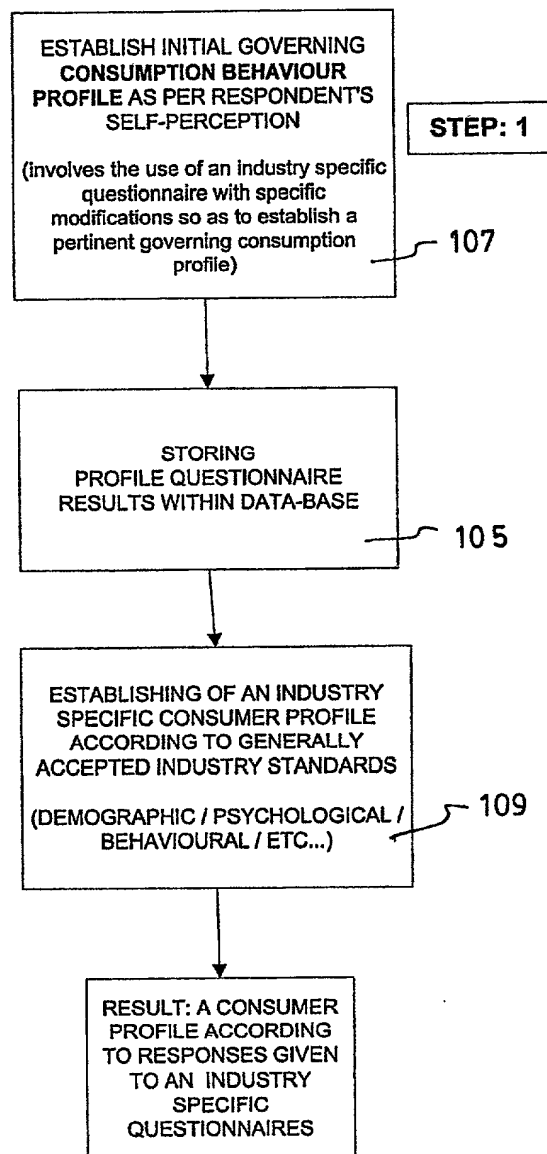
ESTABLISH INITIAL GOVERNING
CONSUMPTION BEHAVIOUR
PROFILE AS PER RESPONDENT'S
SELF-PERCEPTION

(involves the use of an industry specific
questionnaire with specific
modifications so as to establish a
pertinent governing consumption
profile)

STEP: 1

107

↓

STORING
PROFILE QUESTIONNAIRE
RESULTS WITHIN DATA-BASE

105

↓

ESTABLISHING OF AN INDUSTRY
SPECIFIC CONSUMER PROFILE
ACCORDING TO GENERALLY
ACCEPTED INDUSTRY STANDARDS

(DEMOGRAPHIC / PSYCHOLOGICAL /
BEHAVIOURAL / ETC...)

109

↓

RESULT: A CONSUMER
PROFILE ACCORDING
TO RESPONSES GIVEN
TO AN INDUSTRY
SPECIFIC
QUESTIONNAIRES

FIG. 4

ESTABLISHING AND LOGGING A CONSUMER'S
ACTIVITY-DERIVED
CONSUMPTION BEHAVIOUR PROFILE

135

USER ACTIVITY DERIVED CONSUMPTION BEHAVIOUR PROFILE

STEP: 2

USING EXISTING DATA

USING NEW DATA AS IT IS COLLECTED

137

additional data may be collected to further monitor consumer's state of mind at periods during or immediately prior to a consumption leading search and / or at the time of an actual consumption

139

USING HISTORICAL CONSUMPTION BEHAVIOUR DATA

STEP: 2.3

TRACKING ACTUAL CURRENT AND FUTURE ACTIVITY CONSUMPTION BEHAVIOUR

STEP: 2.4

RECORD AND LOG ALL USER'S HISTORIC ACTIVITY

- information requests
- consumption habits
- purchasing habits
- field of operations
- etc..

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MONITOR, COLLECT AND LOG ALL USER'S ACTIVITY

- information requests
- consumption habits
- purchasing habits
- field of operations
- etc..

ESTABLISH A CUSTOMER PROFILE, AS BASED ON VARIOUS INDUSTRY SPECIFIC CUSTOMER PROFILING STANDARDS

ESTABLISH A CUSTOMER PROFILE, AS BASED ON VARIOUS INDUSTRY SPECIFIC CUSTOMER PROFILING STANDARDS

FIGURE: 4

FIG. 5

COMPARISON AND RECONCILIATION OF CONSUMER'S SELF-PERCEIVED CONSUMPTION PROFILE AND HIS ACTUAL CONSUMPTION DERIVED PROFILE
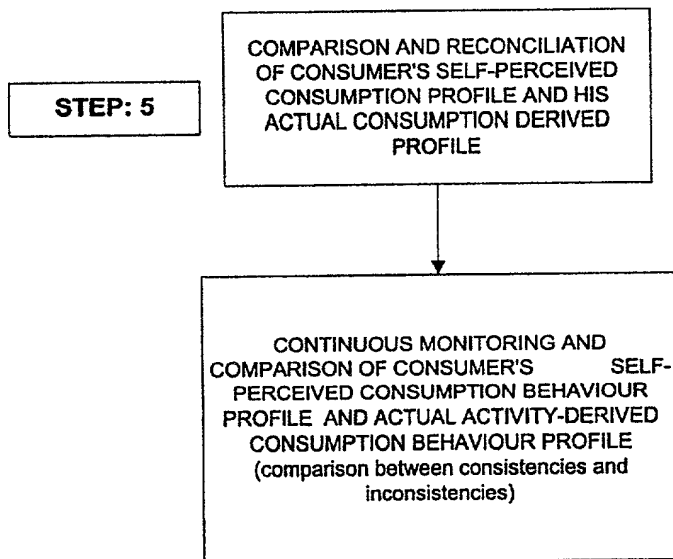
STEP: 5

COMPARISON AND RECONCILIATION OF CONSUMER'S SELF-PERCEIVED CONSUMPTION PROFILE AND HIS ACTUAL CONSUMPTION DERIVED PROFILE

CONTINUOUS MONITORING AND COMPARISON OF CONSUMER'S   SELF-PERCEIVED CONSUMPTION BEHAVIOUR PROFILE AND ACTUAL ACTIVITY-DERIVED CONSUMPTION BEHAVIOUR PROFILE (comparison between consistencies and inconsistencies)

FIG. 6

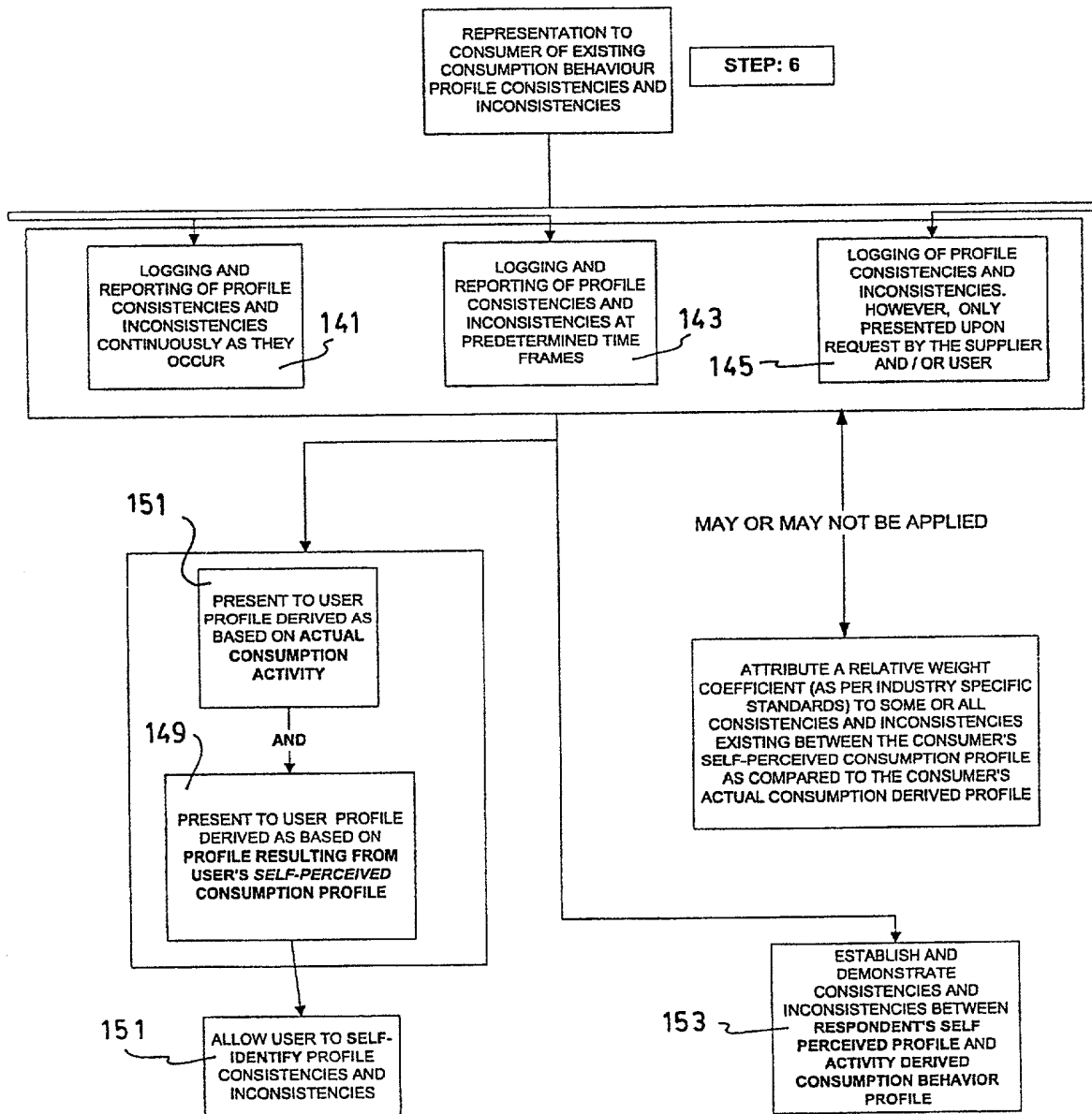# REPRESENTATION TO CONSUMER OF EXISTING CONSUMPTION BEHAVIOUR PROFILE CONSISTENCIES AND INCONSISTENCIES

REPRESENTATION TO CONSUMER OF EXISTING CONSUMPTION BEHAVIOUR PROFILE CONSISTENCIES AND INCONSISTENCIES

STEP: 6

LOGGING AND REPORTING OF PROFILE CONSISTENCIES AND INCONSISTENCIES CONTINUOUSLY AS THEY OCCUR — 141

LOGGING AND REPORTING OF PROFILE CONSISTENCIES AND INCONSISTENCIES AT PREDETERMINED TIME FRAMES — 143

LOGGING OF PROFILE CONSISTENCIES AND INCONSISTENCIES. HOWEVER, ONLY PRESENTED UPON REQUEST BY THE SUPPLIER AND / OR USER — 145

151

PRESENT TO USER PROFILE DERIVED AS BASED ON ACTUAL CONSUMPTION ACTIVITY

149 — AND

PRESENT TO USER PROFILE DERIVED AS BASED ON PROFILE RESULTING FROM USER'S *SELF-PERCEIVED* CONSUMPTION PROFILE

MAY OR MAY NOT BE APPLIED

ATTRIBUTE A RELATIVE WEIGHT COEFFICIENT (AS PER INDUSTRY SPECIFIC STANDARDS) TO SOME OR ALL CONSISTENCIES AND INCONSISTENCIES EXISTING BETWEEN THE CONSUMER'S SELF-PERCEIVED CONSUMPTION PROFILE AS COMPARED TO THE CONSUMER'S ACTUAL CONSUMPTION DERIVED PROFILE

151 — ALLOW USER TO SELF-IDENTIFY PROFILE CONSISTENCIES AND INCONSISTENCIES

153 — ESTABLISH AND DEMONSTRATE CONSISTENCIES AND INCONSISTENCIES BETWEEN RESPONDENT'S SELF PERCEIVED PROFILE AND ACTIVITY DERIVED CONSUMPTION BEHAVIOR PROFILE

FIG. 7

RECORDING OF USER'S REACTION TO EXISTING PROFILE CONSISTENCIES AND INCONSISTENCIES

RECORDING OF USER'S REACTION TO PROFILE CONSISTENCIES AND INCONSISTENCIES

STEP: 7

155
USER MODIFIES BEHAVIOUR TO MATCH ACTIVITY BASED CONSUMPTION PROFILE

&/OR

157
USER MODIFIES SELF PERCEIVED PROFILE TO MATCH ACTIVITY BASED CONSUMPTION PROFILE

159
USER DOES NOT MODIFY SELF PERCEIVED BEHAVIOUR PROFILE TO MATCH ACTIVITY BASED CONSUMPTION PROFILE

&/OR

161
USER DOES NOT MODIFY BEHAVIOUR ACTIVITY TO MATCH ACTIVITY BASED CONSUMPTION PROFILE

167
USER MODIFIES BEHAVIOUR TO MATCH GOVERNING PROFILE

163
USER LOOKS TO ESTABLISH CONSISTENCY BETWEEN PERCEPTION AND REALITY

171
USER DOES NOT LOOK TO ESTABLISH CONSISTENCY BETWEEN PERCEPTION AND REALITY

165
THE GOVERNING PROFILE IS MODIFIED TO MORE CLOSELY REPRESENT THE ACTIVITY BEHAVIOUR PROFILE

163
USER LOOKS TO ESTABLISH CONSISTENCY BETWEEN PERCEPTION AND REALITY

173
THE GOVERNING PROFILE IS NOT MODIFIED TO MORE CLOSELY REPRESENT THE ACTIVITY BEHAVIOUR PROFILE
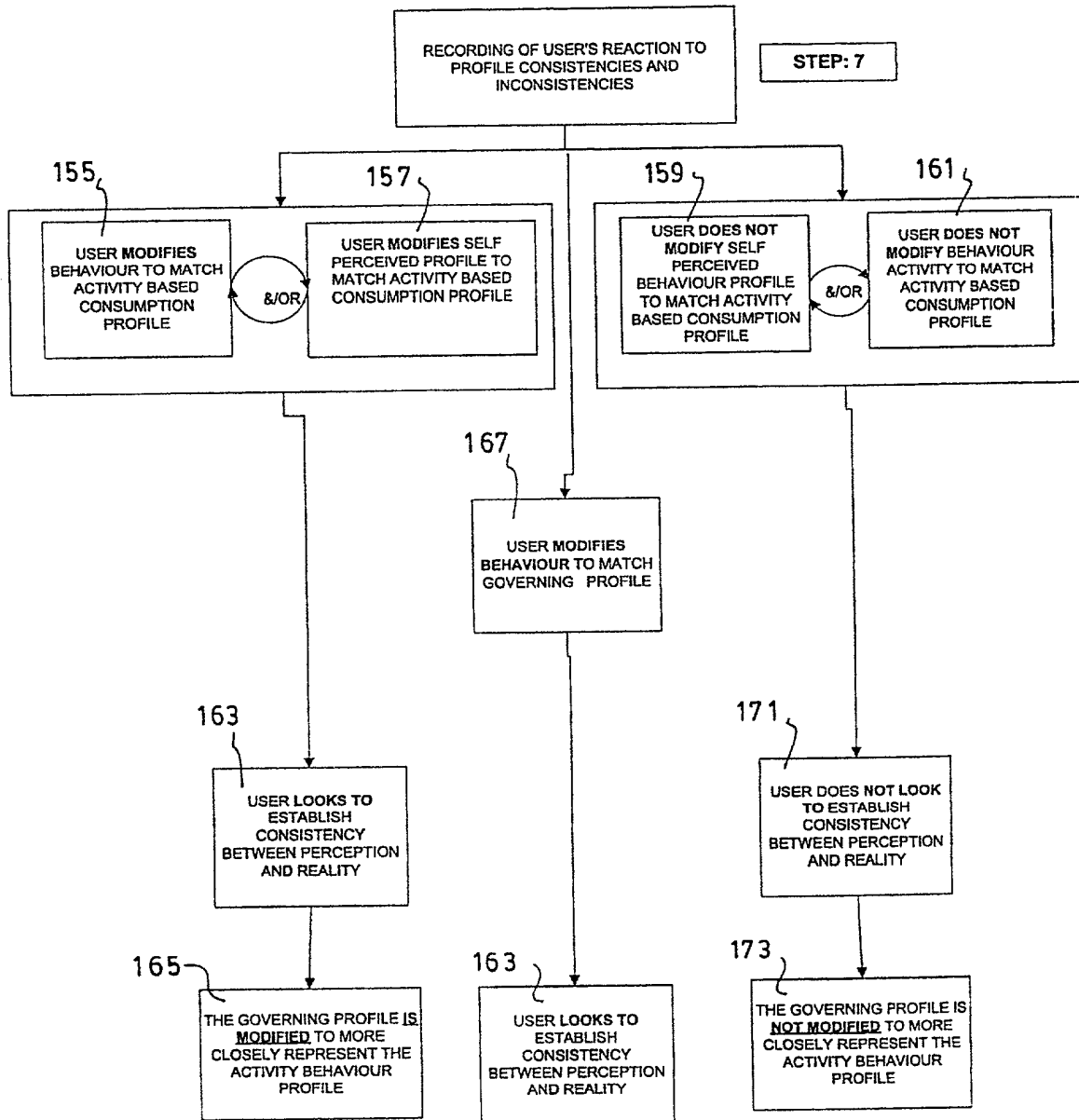
FIG. 8

ESTABLISHING OF NEW CONSUMER GOVERNING PROFILE
(CONSUMER'S "TRUE" CONSUMPTION PROFILE)

ESTABLISHING OF NEW
CONSUMER GOVERNING
PROFILE
(CONSUMER'S "TRUE"
CONSUMPTION PROFILE)

STEP: 8

165

166

THE GOVERNING PROFILE IS
MODIFIED TO MORE
CLOSELY REPRESENT THE
ACTUAL ACTIVITY
BEHAVIOUR PROFILE

THE ACTUAL ACTIVITY
BEHAVIOUR IS MODIFIED
TO MORE CLOSELY
REPRESENT THE
GOVERNING PROFILE

AN INDUSTRY RECOGNIZED
BEHAVIOUR PROFILE
(representing the user's "True"
behaviour activity)
REPLACES THE CURRENT
GOVERNING PROFILE

——In other words——

UPON having reconciled the consumer's
self-perceived consumption profile and his
actual-consumption behaviour derived
profile, as well as all behaviour reactions
stemming form the representation of this
reconciliation, the establishment of the
consumer's "TRUE" consumption behaviour
profile is enabled, which in turn is to be
referenced as the governing profile
benchmark to which all future consumption
behaviour within that given industry is to be
compared to; once again until the time a
revised and more timely "True" consumer
consumption profile benchmark is warranted
and instituted, and once again, the process
repeats itself.

FIG. 9